



Workplace from FACEBOOK

# Only people can create virtual communities

Employees: **1,500** | Region: **APAC** | Vertical: **Financial Services & Insurance**



nib provides health and medical insurance to almost 1.6 million Australian and New Zealand residents, around 190,000 international students and workers, and is a global distributor of travel insurance.

## Challenges

When COVID-19 hit, nib's entire workforce moved to remote working almost overnight. The challenge for nib was to create a space where employees could come together to get information, collaborate, ask questions and keep their culture alive.

## Why Workplace?

Workplace allowed nib to manage critical information and centralize engagement, collaboration and wellness activities – ensuring their newly dispersed workforce could stay connected.



"Workplace has helped keep our culture alive and shape our employee experience in the virtual office through things like wellness initiatives, live events, executive Q&As, recognition programs and sharing employee and member stories."

**Marty Adlington**, Chief People Officer, nib Group

# Solutions

## Executing a powerful executive communications strategy

nib Group's Managing Director uses Workplace Live every two weeks to communicate with employees, while the entire executive team holds regular Live Q&As, and actively participates in employee engagement campaigns. A recent employee pulse survey showed this enhanced level of access to leaders is highly valued by the workforce.

## Connecting everyone through a virtual community

The business has seen a notable organic increase in engagement across Groups on Workplace with employees building their own communities of interest like 'remote working support' and 'families and COVID-19'. This has helped create a sense of togetherness and cohesion at an enterprise level.

## Recreating water cooler conversations anytime, anywhere

Workplace has enabled nib to deliver a range of experiences for their employees, such as live workouts and mindfulness sessions. These experiences have built connections on both one-to-one and one-to-many levels and ensured everyone is included, no matter where they're working from.

## Managing crisis communication effectively

As the COVID-19 pandemic unfolded, nib was able to swiftly mobilize their crisis communications strategy, using Workplace as the single source of truth for employees across the 8 different countries in which they operate.



"Workplace has helped us create that sense of 'togetherness' when we can't be together in person. It has enabled us to foster connections and social interactions, which is important at any time, but especially during a global pandemic."

**Marty Adlington**, Chief People Officer, nib Group

# Results

100%

employee adoption

200%

increase in monthly messages sent during the COVID-19 pandemic

42%

increase in use of the mobile app

100%

weekly active users

# Features



Live Video



Chat



Groups



News Feed



Polls

